

## Abstract

A customer assistance system for stores with a very large sales area, particularly hypermarkets, as they are called, in which a plurality of information output devices, for example, display panels, which are arranged so as to be distributed over the sales area for outputting information directed to the customers and at least one central computer are provided, which central computer controls the output of information, particularly advertising information, by means of the information output devices, for example, display panels, by means of transmission means and predefinable programs. The customer assistance system comprises at least one touch screen which is placed at the entrance to the sales area for converting the buying desire of the customer into a machine-readable language, shopping carts or shopping baskets outfitted with a passive identification that can be interrogated, a plurality of information output devices, particularly display panels, that are equipped with transmitter/receiver devices, and a central computer for preparing a guidance program for the customer based on the buying desire of the customer and for controlling the display means at the information output devices.